THE WAY FORWARD

# Benefits engagement technology that works for everyone.

Jellyvision®

# Meet Jellyvision, the makers of ALEX.

**THEN**

**An educational media company, then achieved success by producing games like You Don't Know Jack and Who Wants to Be a Millionaire.**

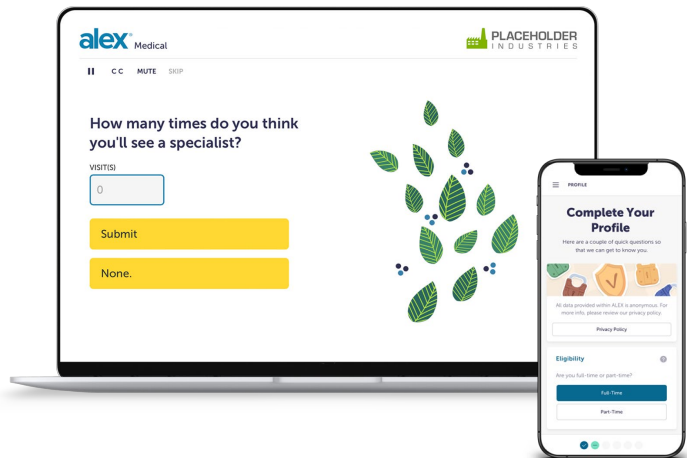Jellyvision's foundation was formed on the idea that people can't learn if they're not paying attention.

→

**TODAY**

**The makers of ALEX, the only benefits engagement platform backed by behavioral science and powered by data -driven predictive analytics.**

Helping make informed connections between complex health benefits and the people who need them, enabling HR teams and their benefits partners to keep employees—and the business—healthy.

# alex® helps everyone get more out of their benefits.

Give employees the confidence they need to make the right decisions.



## TECHNOLOGY EMPLOYEES TRUST

Builds a stronger connection with your employees by providing tools to promote inclusion and foster employee trust

## DATA-DRIVEN DECISION SUPPORT

AI-powered technology and predictive analytics provide employees with transparency into why a specific plan makes the most sense for them

## ROOTED IN BEHAVIORAL SCIENCE

Drives behavior change by tackling underlying factors that cause confusion and presenting information in a way that keeps employees engaged
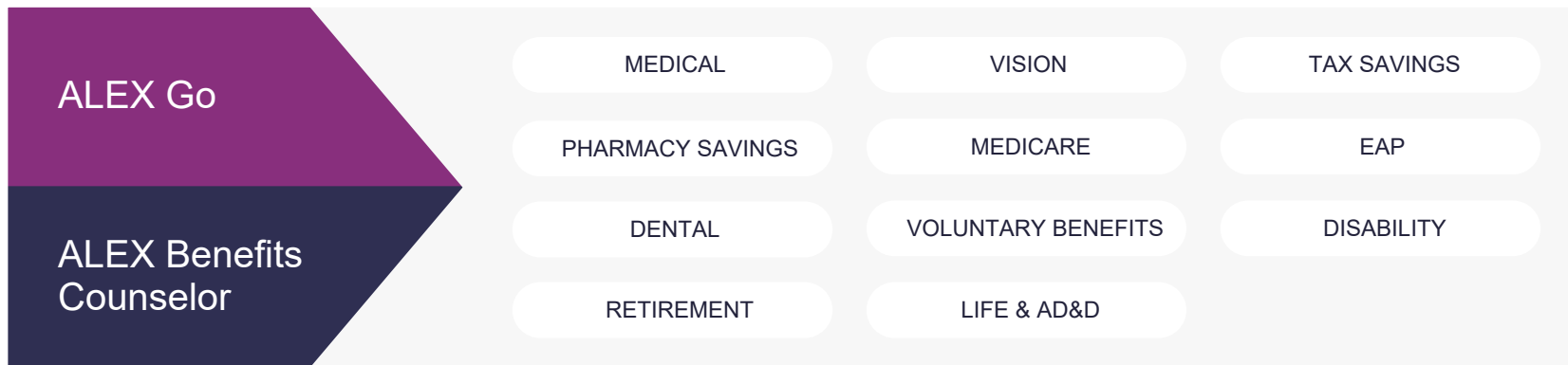
# Creating continuous engagement starts with **alex**®.

**Data-driven decision support technology built using predictive analytics**

**+**

**Behavioral science-backed benefits engagement**

**=**

Hyper-personalized benefits experience that **truly helps people choose, use, and appreciate benefits**

# A personalized experience for every employee in choosing their best  -fit benefits.

ALEX explains your rich benefits offerings and gives employees the freedom to choose their own interactive learning path.

| ALEX Go | | | |
|---|---|---|---|
| | MEDICAL | VISION | TAX SAVINGS |
| | PHARMACY SAVINGS | MEDICARE | EAP |
| ALEX Benefits Counselor | DENTAL | VOLUNTARY BENEFITS | DISABILITY |
| | RETIREMENT | LIFE & AD&D | |

Choosing benefits is hard. ALEX makes it easy.

**alex** is the most interactive, hyper-personalized benefits experience on the market.

Powered by predictive analytics.
Strengthened by behavioral science.

User-first design rooted in behavioral science principles and powered by predictive analytics

Interactive, conversational, and hyper-personalized benefits recommendations

In-depth education and engagement throughout the entire employee lifecycle

Empowered decision making for HR teams via comprehensive reporting tools

Accessible anywhere and anytime with multiple ways to interact with ALEX

# Introducing ALEX Medicare.

You think regular employee benefits are confusing? Medicare benefits are even more confusing. *Like, way more.*

With so many plans to choose from, and endless resources to search through, we know it can be hard to find the right resources to share with your employees when it comes to Medicare.

But Medicare education doesn't need to be difficult or confusing.

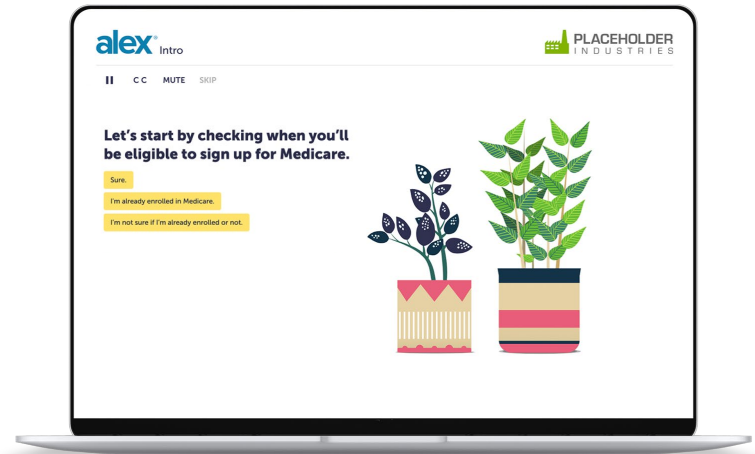That's where ALEX Medicare comes in.

# Just like Benefits Counselor. Only for Medicare.

**ALEX Medicare** helps employees navigate through the vast sea of information that lives in the Medicare world. Now, they can have a one-on-one conversation to learn about:

- Medicare eligibility and enrollment dates
- How Medicare works with Employer Sponsored Insurance (ESI)
- Medicare coverage options and costs

*And, it's completely unbiased.* No hidden agendas—just comprehensive Medicare education.
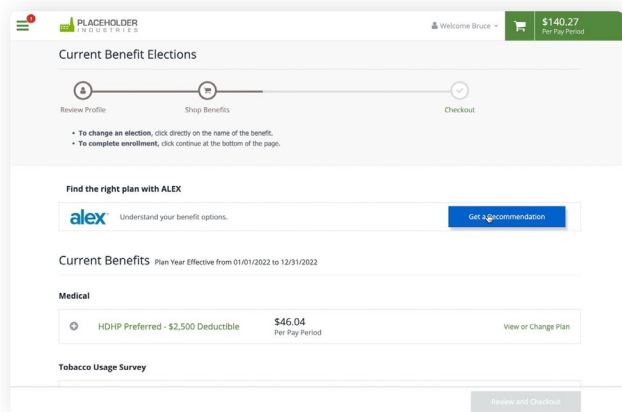
# Thank you!

Jellyvision®

# Appendix

# SSO Decision Support

Offer the full ALEX experience by linking users and their data directly between your platform and ALEX



## MODULES

**FULL BENEFITS COUNSELOR AND ALEX GO EXPERIENCE**

**BENEFIT SELECTION DATA**

Benefits that are selected in the ALEX experience are available via API.

**DECISION SUPPORT APIs**

Includes the Decision Support APIs. They can be optionally used if a hybrid embedded and full experience is desired.

# How SSO Decision Support Works

# Within 30 days and several hours of your time, you will have a personalized app up and running!

### 1

**PLAN & STRATEGIZE**

- Kick-off meeting
- Discuss scope and introduce launch form
- Align on communications strategy
- Finalize launch date

### 2

**COMPLETE LAUNCH FORM**

- Gather requirements
- Submit launch form

### 3

**BUILD & TEST THE EXPERIENCE**

- We'll build your app
- Review the app using your demo credentials
- Test and perfect

### 4

**COMMUNICATE & GO LIVE**

- Educate employees
- Reminders

### 5

**BE EMPOWERED TO ENGAGE**

- Ongoing push notifications
- Get set up for success

# Implementation is easy.

- Our Implementations team configures ALEX for your unique benefits offerings and plan designs
- Feel confident ALEX is configured correctly, with multiple rounds of review
- Implementation is flexible—pause work at any time
- Review is quick and easy with our user-friendly configuration tool, ALEX Builder

**94%**

of customers say they were satisfied with the ALEX implementation process

**250+**

YEARS

of combined expert implementation experience

"

Implementing ALEX each year has always been such a positive experience. Very thankful for the team there for organization, clear communication, and efficient ways to get it done!

*- Happy Customer*

**THOUSANDS**

of implementations and renewals supported each year

# Customers love alex®.

**86%**
**OF EMPLOYEES**

say that ALEX gave them a better understanding of their benefits

**23%**
**OF FORTUNE 500**

companies trust ALEX to guide their employees

**8.6**
**MILLION**

employees have access to ALEX

ALEX USERS SAVE
**31%**
**MORE**

in their HSAs than the national average

ALEX USERS SAVE
**18%**
**MORE**

in their 401(k)s than the national average

# Employees love alex.

It's amazing how straightforward and easily digestible ALEX is. I wish I had it for everything!

I look forward to using ALEX every year. It's as good as speaking to someone over the phone.

**#1**
MOST COMMON USER VERBATIM
**VERY HELPFUL**

"A refreshingly intuitive, clear, and efficient tool to navigate a topic that's none of those things."

**I LOVE IT!**
I really enjoy having a simplified and interactive way to make this process easier.